

**LOUDOUN COUNTY BOARD OF SUPERVISORS  
ACTION ITEM  
BOARD MEMBER INITIATIVE**

# 8

**SUBJECT: Creation of Sign Package for Non-Residential Developments**

**INITIATED BY:** Supervisor Stephen J. Snow

**ELECTION DISTRICT:** Dulles

**Reviewed by Staff:**

Yes \_\_\_\_\_

No   X  

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**BACKGROUND:**

At the March 6th Business Meeting, Supervisor Snow brought forward an item requesting the Board to direct staff to prepare an amendment to the sign ordinance to allow non-residential unified developments to apply for a sign package. The Board tabled this item at that meeting to allow off-line discussions with the Zoning Administrator and staff. Those discussions have taken place and Supervisor Snow is requesting that the Board consider initiating the amendments to the sign ordinance.

☐ Supervisor Snow has received complaints regarding the sign ordinance for commercial properties along the Route 50 corridor and along the Route 606 corridor. The current ordinance prohibits directional signage, signage along the rear of buildings and signage identifying different operations within the same commercial development.

In an effort to support business growth and economic development, Supervisor Snow is requesting that the Board consider amending the sign ordinance. This ordinance would allow any non-residential, unified development a maximum square footage requirement. The development would be allowed to have as many signs as desired provided that the total square footage does not exceed the maximum allowed. Square footage standards could be determined based on district, use, acreage or density.

**DRAFT MOTION:**

I move that the Board of Supervisors direct staff to prepare an amendment to the sign ordinance to allow any non-residential unified development to apply for a sign package that restricts maximum square footage for signage but does not apply restrictions on the number or size of the signs.

**ATTACHMENT 5**